

The Catalyst



Fall Edition

995

An Interpretation Newsletter of the Department of Parks and Recreation. Vol. 1, No. 8

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CALIFORNIA STATE PARKS

The Catalyst

The Catalyst is a quarterly. Articles should be submitted by mid-July, mid-October, mid-January, and mid-April, for an August, November, February, and May publication.

Any questions, concerns, or suggestions should be directed to members of the committee.

Letters to the Editor are invited. Articles can be submitted through any committee member. All articles will be reviewed by, at least, two committee members. Generally, committee members will not attempt to censor or alter submitted articles. However, if a reviewer identifies inaccurate or misleading information, he/she will contact the author about revision.

Committee members/reviewers will keep in mind the need to protect the Department from unauthorized endorsements or advertisements at state expense. This should not discourage personal testimonials or recommendations which are both appropriate and desirable, and might include:

- * helpful people, companies, or organization
- * sources for interpretive products
- * training opportunities
- * reference materials.

If the article is submitted within the required time frame, a conscientious attempt will be made to route it back for proofing. Send articles to:

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memo:

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Contact Tammy Thomas for your
personal copy of *The Catalyst*, with
the added attraction of
California's Tapestry
8-454-2249

A Curricular Look at Volunteer Motivation

by
Steve McCurley
Grapevine Magazine
July/August, 1995

Willie Mosconi, perhaps the greatest pool player of all time, was once asked how he was able to shoot pool so well, moving balls to precise positions on the table. His answer was, "It's easy; it's all done with little circles."

Oddly enough, the same might be said about understanding volunteer motivations, and about seeing both some of the opportunities and dangers implicit in volunteer involvement.

Understanding volunteer motivations is a key skill for good volunteer managers. Knowing why people do what they do is a necessity both in helping them fulfill those motivations as well as predicting some places where the motivations might cause difficulties. This short article is designed to show you a simple but productive way to think about the motivations of volunteers, clients, and even agency staff people.

It All Starts with Three Small Circles...

The three circles illustrated on this page show you the primarily motivational circles with which a volunteer program is concerned.

These circles represent the following:

* Circle A: The Client

This circle represents the needs and wishes of the client whom the agency wishes to serve. The client might be an individual, another agency, or the community at large, but within the circles are all the various requirements that the client needs filled, all the problems for which the client needs a

solution, and all the difficulties for which the client needs help. These may range from immediate survival needs to more long-range developmental needs. Some of these needs may be unknown to the client, such as opportunities for improvement which the client has never considered.

* Circle B: The Agency

This circle represents the range of services which the agency is engaged with. It also represents the operations of the agency as it maintains itself, including such items as fundraising.

* Circle C: The Volunteer

This circle represents the individual motivational needs and aspirations of a potential volunteer. This might include anything from a basic desire to help others to a highly specific need such as learning computer skills in order to get a paid job.

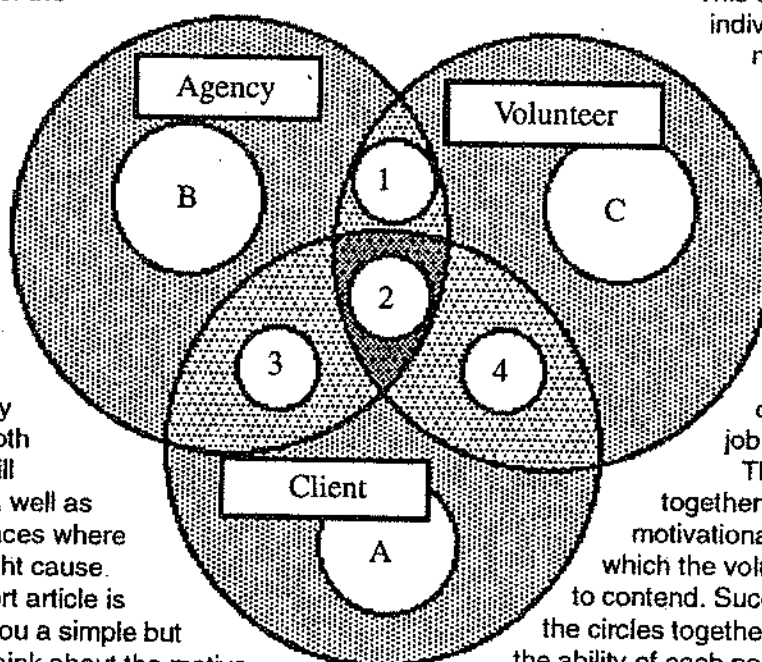
These three circles together represent the basic motivational universe with which the volunteer manager has to contend. Success lies in putting the circles together so as to maximize the ability of each participant to achieve as many of their motivations as is safely possible. To understand this, we have to look at the areas of possible overlap of the circles.

...And The Places They Overlap

The circles may overlap in various combinations including overlap of all three parties, or overlap of any two. Each of the four numbered sub-areas of overlap on the diagram represents something different to the smart volunteer manager.

* Overlap #1: The Perfect Match

The area of overlapped labeled #1 represents an opportunity for a perfect volunteer job. It shows that the client has an area of need which falls within the type of services offered by



the agency and which also falls within the motivational range of a particular volunteer (i.e., is a job which the volunteer would want to do because it in turn satisfies some of the volunteer's motivational needs). Common examples of jobs of this type are tutoring and mentoring, delivery of meals to clients, and other types of jobs in which volunteers personally deliver core agency services directly to clients.

If you are just beginning a volunteer program, this is an excellent area in which to start developing volunteer positions, since it allows volunteers to easily satisfy their own needs while directly contributing to the central mission of the agency.

***Overlap #2: Still a Good Match**

The area of overlap labeled #2 also represents a fruitful area for volunteer involvement, although of a different sort. As you will notice, area #2 does not directly overlap with the client's needs, but does show an overlap between the needs of the agency and that of a potential volunteer. Since to of the parties involved can be satisfied, this still represents a good area for volunteer jobs. Examples are those in which the volunteer actually views the agency as a "Client," such a helping in the office, assisting staff with research projects, etc. These jobs in turn enable the agency to assist clients, but only in an indirect way.

While these jobs are productive, they usually require the volunteer manager to work a bit harder in order to demonstrate to a volunteer that they are really contributing to meeting needs. This can be done either by making sure that the volunteer continually sees the eventual impact of their work within the agency on outside clients, or in making the staff with whom the volunteer works show their own gratitude for the assistance they are receiving.

*** Overlap #3, A Slice of Potential**

Overlap #3 shows the conjunction of an agency need and the client's need, but no overlap with the potential volunteer. This is an area which indicates possible expansion of the volunteer program, probably first by exploring with staff the creation of new volunteer jobs, in this area and then by recruiting volunteers with additional skills or interests who could fill these new jobs.

***Overlap #4, The Danger zone**

Area of overlap #4 is a very interesting motivational area, one which explains why some "good" volunteers do the wrong things.

Look at it this way: area #4 shows that the volunteer has a motivational need focused on the client, who also has a motivational need, but whose need is outside the range of agency services/needs.

A common example of the danger represented by these slightly overlapping motivational areas would be the client of a *Meals on Wheels* program who also needs some home repair work done. Home repair is not done by the *Meals on Wheels* agency, i.e., it is outside their motivational circle.

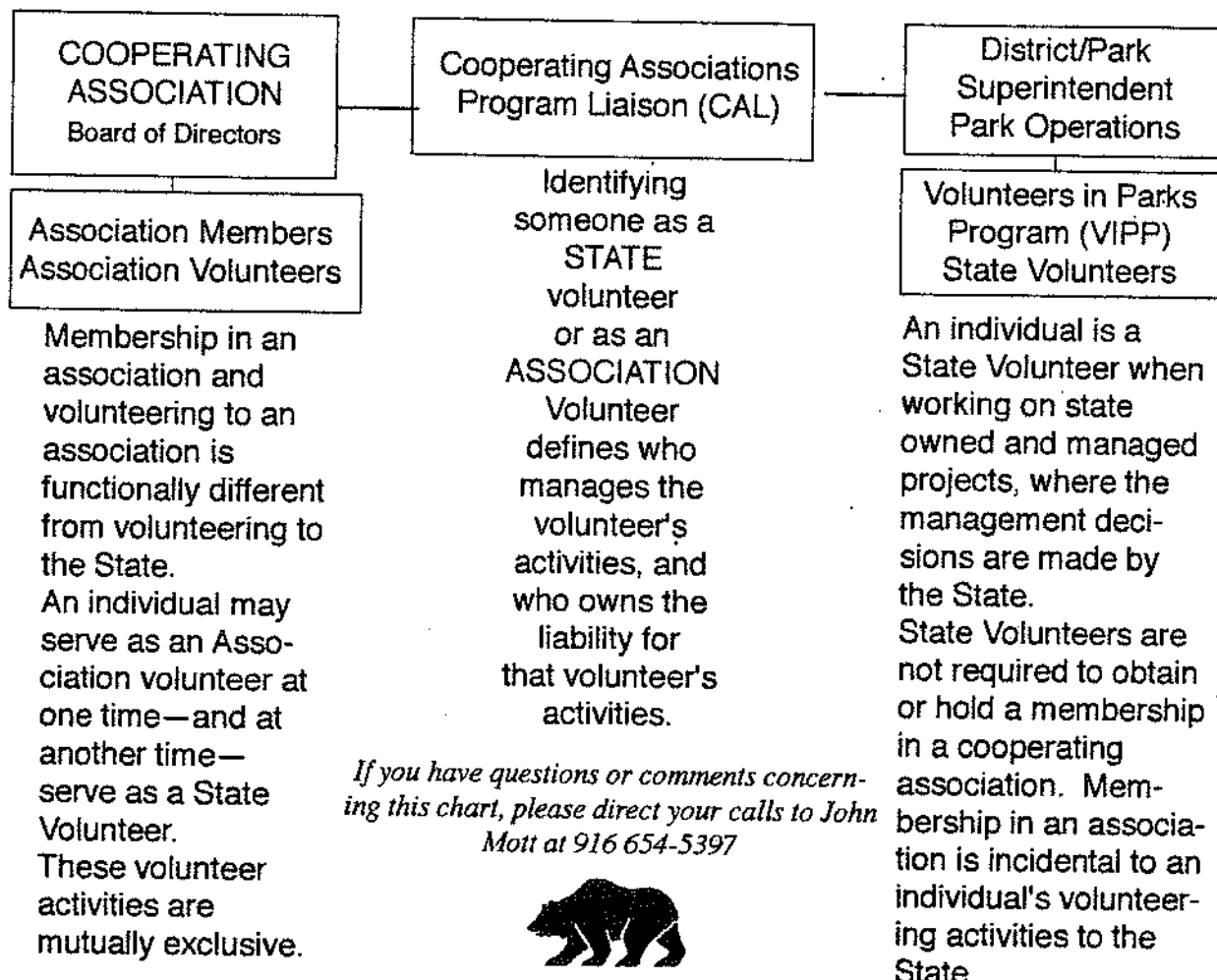
It is, however, clearly needed by the client and this need is perceived by the volunteer who delivers food for the *Meals on Wheels* agency. Since the volunteer's motivational needs encompass the home repair function (the volunteers is clearly motivated to give whatever help they can to meet the "needs" of the client as they and the client see them), the volunteer is highly likely to expand their volunteer job to include home repair services.

The only way to stop this impromptu job expansion is to assure the volunteer that some method for meeting the client's need will be devised (such a referral to another agency who does home repair. The fascinating thing about this is that the stronger the volunteer is motivated to help the client the more likely they are to go outside the boundaries of agency restraints, since their primary focus will be on meeting the needs of the client, not of the agency. In some cases the volunteer will be so highly motivated that no attempt to restrain them to activities within the purview of agency operations can be successful, and the only alternative is to separate the volunteer from the agency.

The preceding article was printed with permission from *Grapevine* magazine (July/August, 1995) with the agreement to credit the source and tell readers how to subscribe (\$22/yr.) via (California Association of Hospital and Health Systems) CAHHS, Volunteer Sales Center, P. O. Box 2038, Sacramento, CA 95812-2038. Credit card orders: 1-800-272-8306.)

CALIFORNIA DEPARTMENT OF PARKS & RECREATION

Policy Definition: Volunteers & Liability Ownership



CALIFORNIA STATE PARKS

SEALABRATION JANUARY 27, 1996

The third annual Sealabration takes place next January 27, 1996 at the Año Nuevo State Reserve. It is here that elephant seals are the main attraction and the San Mateo Coast Natural History Association sponsors the day that includes guided tours, with a shuttle bus to the rookery, and a catered lunch. Each year this most popular event sells out in advance. If you are interested in being a part of this most extraordinary day and contributing to the educational programs in State Parks on the San Mateo Coast for only \$50.00 per ticket, call 1-800 810-7325 (SEAL) for further information.



Excerpts from the Bear Coalition's Message

9/15/95

Contributed by
Laura Svendsgaard
Executive Director
Friends of California Parks

In October 1994, with assistance from Director Murphy, Friends of California Parks organized a meeting of all state park support organizations. Adopting the name, The Bear Coalition, it was unanimously decided that the greatest contribution our collective could make was to "build broad based constituency support for state parks." To begin our effort, we drafted a message which we hoped park staff and advocates alike would use in presentation, newsletters, and other communications to help both supporters and the uninitiated better appreciate and support parks. The "Message" focuses on the affect parks have on popular issues facing today's society: crime, education, health, and the economy. While the entire Message (still in draft form) is lengthy, it was crafted with the intention that segments could be extracted from the Message. For questions, suggestions, or the full text, call Friends of California Parks at 916 452-8783.

We tend to think of California in everyday terms. It is the place where we experience every day trials and tribulations. It is the place where we must pay bills, combat social ills, educate our children, work to stay mentally and physically healthy, and exercise our right to pursue happiness. The daily forest of chores, duties, and responsibilities sometimes blocks our view of the vast landscape of wonder, opportunity, and promise that is the essence of California.

If we could disassociate ourselves from the details of living and distance ourselves from up close and personal involvement with life, we would see California as a wondrous place of nearly mythical proportions. From outside, that is how California has been seen since the discovery of gold at Sutter's Mill in January 1848. It is a land of opportunity. Seekers of that opportunity have come looking for gold, fertile fields, timber, freedom, stardom, technological innovation, flight, oil, or some other figurative or literal place in the sun. What they brought

with them added to the bounty. Cultural leavening from all over the world brought new ideas, new prospective, and new hope.

Relatively early in our history, Californians began to realize that, although the state was bounteous, its essence was fragile. Natural resources were not without end, and our cultural and historic treasures could not survive without stewardship. Our children, grandchildren, and future generations would not have the opportunity to learn, enjoy, grow, and prosper in the same manner as our California ancestors unless that essence was preserved. The result of their foresight, beginning as early as the 1860s, is another of those things that is right about California: the California State Park System.

The California Department of Parks and Recreation is the second largest state agency employer of law enforcement personnel in California. Only the California Highway Patrol has more peace officers in its ranks.

Throughout California, 155 state parks conduct ongoing educational programs for California's students of all ages. With the help of trained staff and volunteers, over 1.3 million hours of outdoor education instruction occur in California's state parks every year for children in grades kindergarten through 12, and over 600,000 school aged children visited California's state parks in 1993.

The mental and emotional relaxation that comes from a quiet walk in the park or the peaceful witnessing of the day's sunset does wonders in combating the pressure imposed by a troubled society. In fact, as far back as 1925, State Park Commissioner Duncan McDuffie wrote "California is growing in population more rapidly than any other state.... Unless a comprehensive plan for the preservation of recreational and scenic areas is set in motion, our children and our children's children will want for the opportunities for out-of-door life that make for sound bodies, clear brains, and good citizenship." An observation still true today.

The connection between parks and physical health is also far more significant than many recognize. Medical studies are proving consistently that healthy leisure activities are as important to an individual's health as food and sleep. Adults who regularly exercise as little as three times a week are less likely to experience a multitude of physical ailments and, in fact, can reverse some physical disorders. And, growing children, given the opportunity to expend energy

through play have a much easier time focusing on their academic school work and staying out of mischief. Parks are a quiet, simple, yet powerful element in helping to improve the health and well-being of everyone.

Interestingly, the economic benefits that society derives from parks far exceed their costs. Tourism, recreation, and other park activities infuse nearly \$2 billion into California's economy each year. In addition to the tremendous amount of spending visitors contribute every year to the state's economy, parks create jobs. A recent study of campers in California finds that 1992 payroll, directly attributable to spending by campers (representing only 10% of park users), totaled \$333.5 million and supported over 26,500 jobs. State, city, and county governments all benefit.¹

There are also many economic benefits more difficult to quantify, yet just as important. As an example, volunteers play an important role in helping to keep parks open and providing services to the public. In 1993, over 8,700 people volunteered 672,000 hours to state parks. This represents over 324 full time positions, worth almost \$9 million.

The growing fiscal crisis of the last fifteen years have taken a toll on staffing and resources. Unfortunately, lack of recognition of the value of parks has made them an easy target for budget cuts. Although no one would accept wholesale closure of parks, few step forward to protect them. As a consequence, parks remain open, and public safety remains a high priority, while other programs are severely impacted. Educational and interpretive programs have suffered. Due to reduced maintenance budgets, many user facilities and historic structures are in severe disrepair. Natural and cultural resources are in danger of loss or suffer damage due to lack of attention. As a result, the intrinsic value that makes parks part of the solution to society's ills is threatened.

If community leaders are to solve the problems that concern us, we must be sure they know parks are a part of the solution and must be protected.

¹ Campers in California: Travel Patterns and Economic Impacts, Dean Runyan Associates, July 1994.

We extend our apologies to Laura Svendsgaard for condensing her article. This is due to the wishes of subscribers that *The Catalyst* be kept to a more succinct format. Anyone wishing the entire script need only to contact me at 415 330-6315 for a complete text by return mail.
Sally Scott

Nonprofits Compare Goals

by

Alan E. Wilkinson

District Interpretive Specialist
North Coast Redwoods District

Over the past three years representatives from six nonprofit interpretive associations (North Coast Redwoods, Sueneg Patrick's Point-Lagoons, Northern Counties Logging, Grizzly Creek, Humboldt Redwoods, & Richardson Grove) within the North Coast Redwoods District have met to: inform each other of their association's activities and accomplishments; discuss common goals; share ideas and information; coordinate efforts where appropriate; gain updated information on DPR activities; and enjoy each others company.

Originally envisioned as an annual meeting, the group unanimously felt that this forum

for interaction and information dissemination was so successful that we meet twice a year, usually spring and fall, at a different association location each time. Areas of interest have included: insurance, group purchases, combined summer visitor guide publication, recruitment strategies and recognition, the sharing of skill, talents, and equipment and much, much more.

The "Council," as we call ourselves, is developing a Mission Statement, Statement of Purpose, and Objectives. Even though "Council" may sound suspiciously like "League" we all have found this "Council" forum to be very productive and beneficial for everyone. If you would like more information on the "Council" let me know. (Alan: 707 445-6547)

How to Recruit 15,000 People

(Reprinted from Grapevine Magazine.
See page 5.)

Hats off to Pat Chapel, Volunteer Center director in Champaign, IL who received a \$2,000 donation from USA Weekend through their *Make A Difference Day* project for her innovative idea to recruit volunteers to fill needs in 202 projects in the area on *Make A Difference Day* sponsored throughout the country by the newspaper.

Pat created a wish list of services and goods lacked by non-profit groups, schools, hospitals, and churches. She then used a database to match volunteers to needs. The results were that 15,000 people—individuals, families, and members of 200 groups, from kindergartners to residents of nursing homes—built, raked, cooked, collected, scraped, painted, seeded, cleaned, and gave.

The local *News-Gazette* newspaper helped focus attention on the needs, many of which benefited women and children. Mass volunteering is not new to Champaign where on *Make A Difference Day 1992*, 40,000 residents gathered a year's worth of supplies for county shelters.

This year's *Make A Difference Day* is set for Saturday, October 28, 1995. Sixty \$2,000 grants

will be given to the charities who sponsor and carry out top projects in their community. Hundreds of projects will be honored with coverage in *USA Weekend* magazine and local newspapers. Representatives from the 10 outstanding projects selected by the judges will be honored at the annual *Make A Difference Day* Awards ceremony in Washington, DC during National Volunteer Week in the spring of 1996.

Begin now to think of a one-day effort that is creative and effective in addressing a

community need. You may wish to make the 28th a part of an on-going effort of your agency, which can give it a great boost in public awareness and support. If you cannot participate on Saturday for religious reason, you may do your project on Sunday, October 29. After October 28, let USA Weekend know what you did. To get the entry form, call the *Make A Difference Day* hotline at 1-800-416-3824.

**Whoopi
Goldberg,
Kathie Lee
Gifford, and
Paul Newman
will judge
contest.**

Judges for the awards include Kathie Lee Gifford, entertainer; Whoopi Goldberg, Actor; Bob Goodwin, CEO of the *Points of Light Foundation* and co-sponsor with *USA Today* of the event; Chris Zorich, Chicago Bear and 1995 "Most Caring Athlete"; Marcia Bullard, Editor, *USA Weekend*; and Paul Newman, Founder and President of *Newman's Own, Inc.*, which donates \$100,000 to the awards for this program. His company donates 100% of the company's after-tax profits to charity.

HOT TID BIT

For those who enjoy chasing fall color changes, you can call 1-800-354-4595 for a review of the current status of autumn foliage color changes in national forests across the country. This recorded U.S. Forest Service message is updated weekly. The only problem with it is that you can't simply access specific parts of the country. You must listen to lots of flowery adjectives that begin with the East Coast and head west. I never realized how many different ways one could describe the red and gold colors of fall. The telephone hotline serves double duty also covering the spring wildflower season, so tuck it away somewhere special.

Contributed by Ken McKowen, Volunteer Program Manager

Surveys Produce Some Surprises

by

Wes Chapin

District Interpretive Specialist
Channel Coast District

Put on your memory joggers, buckaroos (and Buckaraas¹)! Remember way back in March when you received a survey designed to examine, among other things, your relative satisfaction level with the newsletter you are reading? Well, almost 400 of you took the time to complete your surveys and return them (had I known the level of your responsiveness, I would have designed a much shorter survey)! This was only one of several surprises we got from you.

First, we didn't just get *more* surveys than we ever expected, we got surveys from a tremendous cross-section of you. While the majority of respondents were Rangers (116 out of 385), people from 85 different employee classifications sent back surveys—from accountants to warehousemen! Of these, 57% had read or at least knew about the interpretive newsletter. Forty percent had seen all five editions that had been produced at the time of the survey; another 30% had seen 4 issues. So 70% of you had seen the majority of *The Catalysts*. Distribution works!

Especially noteworthy were comments from many of you not directly involved in interpretation (including many not even "in the field") who nonetheless expressed strong support for this part of the DPR program and who clearly understand the importance of interpretation in helping the Department achieve its mission. Yea, team!

In our courageous search for how we're doing, we asked you to tell us how satisfied you were with *The Catalyst*. Sixty-three percent told us you were "somewhat" satisfied; 31% were very satisfied. Readability was about the same: 56%, 32%. So we have some room for improvement in such areas as graphics, layout, type styles, etc. Having said that, there were still 61% of you who wanted your own copy of *The Catalyst*. We're working on it!

The majority of you (58%) want to see *The Catalyst* on a quarterly basis, which is how it's published now.

Exactly half of you want to see both in-depth and "Reader's Digest" type articles. The most popular topics for articles (indicated by at least half of you) were articles describing sources of interpretive information, write-ups of successful programs, actual techniques of interpretation: "how to" articles (e.g., photographic techniques, display development, computer graphics, etc.), and news of training opportunities. Additionally, at least a third of you is interested in articles dealing with interpretive planning, grant development, volunteer management, valuable mistakes, new technology in the interpretive field, and a calendar of upcoming interpretive activities (e.g., seminars, conventions, etc.). As you know, *The Catalyst* prints what we receive. Please take note of what YOU want, and send us articles you know the rest of us is interested in reading!

The vast majority (94%) of you want to see *The Catalyst* indexed indicating your desire to use *The Catalyst* as an expanding reference tool. You'll notice that the front page of each edition lists its contents. While this isn't an index, at least it lets you quickly scan for items of interest to you. An index may be possible, especially as more articles are written.

To see how popular the use of electronic bulletin board service might be for disseminating interpretive information quickly, we asked about your access to such technology. We haven't quite jumped into the information age according to your surveys. Eighty-two percent of you rated the need for an electronic bulletin board service as "low" or "so-so." Only 10% of you have access to a computer on-line service at work. It will be interesting to ask about this in the future as more of us has an opportunity to try such tools. Those that use them now seem to swear by them (I can't seem to access the net so I swear at it).

One of the last questions we asked about *The Catalyst* specifically asked about how we could maximize contributions to the publication. Thirty-seven percent want the editor to solicit material monthly. For you, please see the handy cut-out reminder provided in each edition! Are we responsive or what?

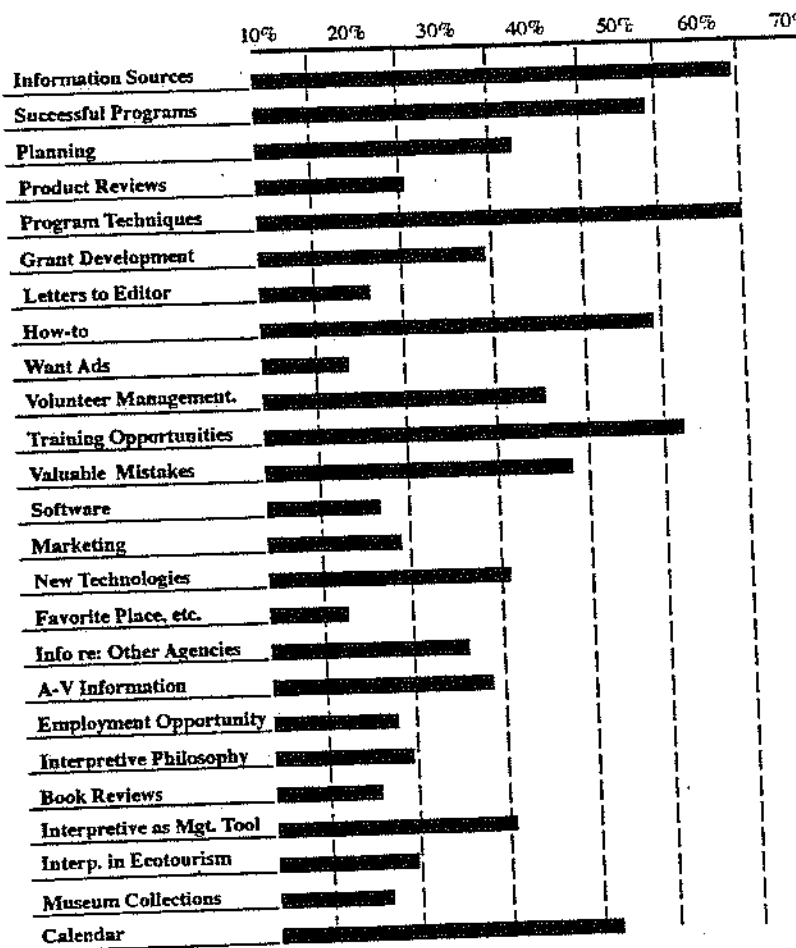
Now for some interesting stuff. The last part of the survey asked you to tell how much time you spent in interpretation. This was particularly interesting for the Rangers I and II, those front-line

interpreters carrying the bulk of the interpretive load. Over one-third of responding Ranger IIs spend **less than 10% of their time interpreting**. The situation is even more dramatic just one level "up" from Ranger IIs. Over half (53%) of Ranger IIs, who responded to the survey, spend **less than 10% of their time interpreting**! Given the "non-interpretive" workload rangers are carrying, the results may have been different had we asked something like "How much of your time would you prefer to spend in interpretation?" But then again, maybe not. Anyone care to "interpret" this data? We'll take a look at some of the implications in all this for the future of interpretation in DPR in the next issue of *The Catalyst*.

In the meantime, to each of you who took time to send your survey back, thank you! Your editor, Sally Scott, works hard to make *The Catalyst* a meaningful and useful communication tool for those doing interpretation and those interested in this part of the Department's operation. With your support and encouragement, it will only get better!

¹ Did you know? *Buckaroo* comes from *vaquero*, the Spanish word for cowboy, which comes from *vaca*, the Spanish word for cow, which comes from *vacca*, the Latin word for the mature female of cattle of the genus *Bos*. And that's no bull!

Preferred Topics for Catalyst Articles



**Volunteers In Parks:
Program Changes**

By
Ken McKowen
Volunteer Program Manager
Interpretation Section

The more things change the more they seem to stay the same. Ken McKowen, (me) once associated with Marketing & Public Relations, passed from CAL-150, subsequently was cast out from his quaint little office in PARKS-150 and Gold Rush District, has now been reassigned to headquarters, this go-round with Park Services Division, Interpretation Section. His (my) newest role is Volunteer Program manager.

WHOA!! And where, might you ask, is John Mott, the original Volunteer Programs manager? Alas, John has not ventured far, at least not physically. While his office room number and telephone number remain the same, with only his job responsibilities having changed. Since Dan Abeyta, at the executive level, essentially had completed his work of policy development for cooperating associations, the ongoing, day-to-day operational aspects of the program have been transferred to the Interpretation Section of Park Services, so program management can be closer to the field level where it's needed. And, John has ably and enthusiastically assumed the job of Cooperating Associations Program manager

Actually, there will continue, at least for a while (maybe longer) a muddling of job duties which will help to ease the transition from old to new (responsibility-wise, not age-wise, unfortunately). So, for information about volunteers, contact Ken, although he may refer you to John, or at least put you on hold while he: (1) runs next door to John for an answer to your question; (2) hurriedly tries to divert your attention while he looks up the answer in the manual; or (3) disconnects your call in mid-sentence, and later when he returns your voice mail message (because he won't pick up the phone again for at least a full 24 hours) claims that he's been having significant problems with his telephone.

Changes in the volunteer program? YES, but only as a continuation of the great work that John has been doing. The VIPP manual is being rewritten to include new forms (more of them, but easier, simpler, quicker—hopefully), and new policies regarding volunteers and such things as worker's compensation and tort liability. A committee comprised of both field and headquarters staff and volunteers, in conjunction with the legal, personnel, workers' comp and other units, has been working on this for months. Hopefully all will tumble toward completion of an initial draft for widespread review by the end 1995.

If you have any questions or would just like to chat a bit about the volunteer program (or PARKS-150, because he's still doing that also), give Ken (me) a call at (916) 653-8767.

WANTED

Slide File

\$500.00 Budget

Please Contact

State Park Ranger Barbara Conrad

707 925-6482

Standish-Hickey State Recreation Area

Wanted

One Interpretive Panel

Night Time Animals, or Creatures of the Night, or A Long Journey

Please contact

Jonathan Williams

Big Sur

408 523-4526

Audubon Camp An Interpreter's Dream Come True

by

Susan C. Grove
State Park Ranger
Palomar Mountain State Park
Colorado Desert District

Mix together: awe-inspiring scenery; about 50 campers with a love of the out-of-doors; field classes in botany, geology, astronomy, biology, and entomology; a knowledgeable, friendly staff and what do you get? The perfect recipe for Audubon Camp in the Rockies and a wonderful week of learning, hiking, and socializing. I was fortunate enough to spend a week in July at *Audubon Camp* and want to spread the word to other interpreters.

Last March, Donna Pozzi sent out a memo announcing that the Scully scholarship was again available to some lucky State Park employee. The Scully family generously sponsors this scholarship in memory of their daughter, who was a State Park Ranger and an active member of the Audubon Society. I had heard good things about the camp so I sent off a résumé and a letter. In June, I received a call. I'd been selected! The California State Park Rangers Association generously granted me a second scholarship for my airfare. On July 8, I flew to Jackson Hole, Wyoming.

During my week at camp, I wanted to achieve many things. I wanted to immerse myself in the breathtaking scenery of Torrey Valley, I wanted to learn about mountain ecology, and I wanted to observe the teaching techniques of the staff. I managed to do all three, although staying for a month would have enabled me to do them even more thoroughly.

The biggest decisions that I had to make was which classes to sign up for. We were enticed with titles like: *The Magic of Muck*, *Petroglyphs—Walk into the Past*, *Storytelling for Science and the Environment*, *Glacial Geology*, *Birds in the Balance*, *All Ewe Want to Know about Sheep*, *Floral Sexual Encounters* and more. As interpreters, we know that having a catchy title is important to a program. It not only creates interest, but motivates a desire to learn more. I chose to go to classes that interested me, that would be applicable back at my park, and that were taught by different instructors so that I could observe their styles and techniques.

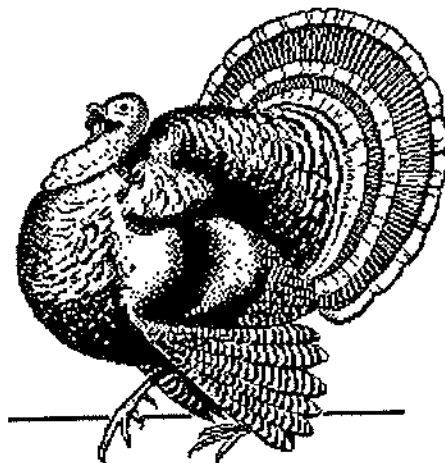
Based on how much I learned and retained and how much I enjoyed the classes, I concluded that the successful instructor relies on the same techniques again and again: teaching about what was in front of us and we could see, allowing us to experience the phenomena first hand, and being flexible enough to change gears when the class interest waned or when the unexpected happened. The

successful instructor taught us about glaciers by letting us see the milky-colored water in the creek flowing from the glacier and encouraging us to explore a terminal moraine. Why simply point to sandstone layers when they're right there? The motivational instructor encourages students to trace the crazy lines caused by one layer with their fingers or has them draw the patterns. And why try to force your students to look at algae when the topic doesn't grab them or when a red-tailed hawk is soaring overhead? Instead, the experienced and confident instructor recognizes the distraction, lets the students observe the hawk, then starts on a fresh subject, or takes a different approach to the old one.

These three rules: teaching about what the group can directly relate to, letting the group experience things firsthand, and being flexible and spontaneous—aren't new to me, but it was good to be reminded of them and see them reinforced. It may be easy to use your old Desert Bighorn Sheep slide program at your new redwood park (and it may even be a great program), but will it enhance the experience your redwood visitors are having? Of course the answer is no. We must remember that we interpret not to entertain, but to motivate and, to a lesser degree, educate.

My week at *Audubon Camp* was an experience I will never forget. Few of our department's employees have tried to take advantage of the Scully scholarship, so the next time that memo comes out, take half an hour to draft a letter and send it in with your résumé.

I am glad I did and you will be too.



Happy Thanksgiving Everyone!

Are TOT Dollars in Your Nonprofit's Future?

by Ken McKowen
Volunteer Program Manager
Interpretive Services

Could your nonprofit organization use more money in order to promote the use of state park programs and facilities? If so, you might take a look at what the Anza Borrego Desert Natural History Association (ABDNHA) is doing. This last year, the San Diego County Board of Supervisors voted to give the association \$28,000 from the country's TOT pot. TOT?

TOT (pronounced tee-oh-tee), or Transient Occupancy Tax, is an assessment collected by cities and counties throughout California on hotel and motel room rentals. Most taxing authorities use TOT revenue to augment their general fund tax base and for promoting tourism.

TOT first surfaced in California in 1958 when Bakersfield imposed a four percent surcharge on all its hotel and motel room rentals. San Francisco, Long Beach, Carmel, and other cities quickly instituted their own TOT. Questions were soon raised concerning the legality of local governments implementing such a tax. In 1963, the passage of Assembly Bill 1491 ended the controversy. The law specifically enabled cities and counties to levy taxes on what was known as transient or short-termed occupancy stays in hotels and motels that did not exceed 30 days.

Today, many cities, such as San Luis Obispo, impose a room charge of 10 percent, others, including Sacramento and San Francisco, levy a 12 percent tax, and overnight travelers to Los Angeles are greeted with a 14 percent TOT. Even rural areas of California charge a TOT, although it is often lower than those charged in metropolitan centers, such as Placer County's eight percent. In the case of Anza-Borrego Desert, the small community of Boreego Springs collected \$31,600 in TOT last year.

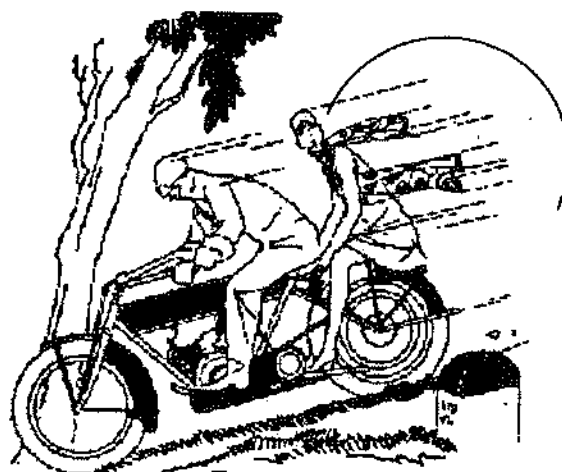
How does your organization justify such an allocation from local government? Well, according to the article written by Marian Nelson, Chairman of ABDNHA in their October newsletter, everything they are doing with their share of TOT, is being done to enhance park visitation and enjoyment by park visitors. ABDNHA is printing 74,000 copies of a free park newspaper, creating a audio-visual show, upgrading exhibits and printing a wildflower brochure for the popular spring desert wildflower season.

Another sound reason/argument is that one study showed state parks generating about \$8.25 for local community economies for each \$1 in general fund dollars that was expended. Since state parks are such a boon to local economies, helping generate millions of dollars in TOT each year, maybe it's time more state parks and the cooperating associations followed in ABDNHA's footsteps.

The next issue deadline for articles is mid-January 1996. You probably think that's a long time away, but, believe me, it'll be here before you know it. Keep your newsletter viable by contributing your ideas, successful projects, and helpful hints.

Check your labels. Is the current address correct? Are titles correct? Are there persons who wish their own copies? Send information to Department of Parks and Recreation, Park Services Division, P. O. Box 942896, Sacramento, CA 94296-0001, Attention: Tammy Thomas.

By-the-way, Catalyst Committee. Please look at your names, titles, phone, and fax numbers. I found one in the last edition that's been wrong for two years. (Anon.)



Whee!

The Catalyst's off to be copied!
I haven't a care in the world!
Go faster, Evel. We can make that cliff!

1996 California Parks Conference: Californians Need Their Parks

by Wes Chapin
District Interpretive Specialist
Channel Coast District

If you work for the State Park Bear, in any capacity, please consider the following,

Parks and open spaces bring beauty to an area while giving people satisfaction and improving their quality of life. (PERSONAL)

Recreating together builds strong families, the foundation of a strong society (SOCIAL)

Pay now or pay more later! Investment in recreation as a preventative health service makes sense. (ECONOMIC)

Through the provision of parks, open spaces and protected natural environments, recreation can contribute to the environmental health of our communities. This is an essential life-sustaining role. (ENVIRONMENTAL)

As the above statements clearly indicate, parks and recreation services provide significant benefits that are personal, social, economic, and environmental. Is there any doubt that the work we do as park and recreation employees is critical to our society's quality of life! Of course not!

Then why is it that we increasingly find our anxiety meters over-revving as the storm clouds of budget cuts, program reductions and layoffs loom ever-darker on the horizon ("Horizon, Heck! It's pouring right now," you say.) Why are park and recreation agencies the targets of the ax-wielding budgeteers if the services we offer are so danged important? And what does the future hold for parks and our society if people have forgotten how important parks are?

The threats facing parks, and especially public parks, at all levels—from national to state to local—are extremely serious. The issues involved go far beyond whether we will have jobs next year, as serious as that issue is. It is not hyperbole to say that the threats facing public parks and the recreation opportunities they offer go to the hearts of the democratic ideals upon which this country was built and the quality of life our children will inherit. What a tragedy if these treasures, that were meant to be belong to all the people for all time, were to be lost for lack of understanding of their importance.

That's why the upcoming California Parks Conference, to be held in Ventura, March 11-15, 1996, is shaping up to be one of the most important in recent memory. The Conference's theme, "Looking Ahead, Moving Forward, Serving with Pride," aims to recognize the accomplishments and contributions we in "parks" have consistently made to the communities in which we work and live. But even more significantly, next year's Conference will focus on the essential role that "Parks and Recreation" play in keeping society healthy and worth living in.

From the keynote address by Dr. Gary Machlis, Chief Sociologist with the National Park Service, to the workshops in Interpretation, Resource Management, Public Safety and Operations, every part of the Conference is being organized to help you sharpen your understanding of the benefits that parks contribute to a healthy California. A primary goal of the Conference is to send you back to your parks as park advocates equipped with a renewed sense of the vital nature of parks (no pun intended) and with the tools and ammunition to enable you to storm the beachheads of apathy, misinformation, and misplaced priorities that are at the root of the current crisis.

Lest you think this sounds totally intense and serious, there will be the usual opportunities to get wild and crazy (the golf tournament, the pistol shoot, the runs, etc.)

Plus, you'll have the opportunity to go whale watching, paddle an ocean kayak, and enjoy a banquet high atop the beautiful Holiday Inn in its revolving restaurant!

If you have ideas for workshop topics that fit the theme, vendors you think would be good, or other ideas, please contact the appropriate Workshop Track Coordinator:

Resource management	Public Safety
Virginia Gardiner-Johnson	Scott Nakaji
805 899-1412	805 242-1607
FAX 805 899-1415	FAX 805 248-0228
Operations	Interpretation
Frank Padilla	Wes Chapin
805 986-8484	805 699-1406
FAX 805 488-5361	FAX 805 899-1415

Reserve the dates, March 11 -16, 1996.
You need this Conference!
Parks need advocates.
And we need you!

CALIFORNIA STATE PARKS. 150 EXCHANGE.

WE BEG TO CALL YOUR ATTENTION TO THIS PAGE.

Its primary purpose will be to share information and resources with you concerning California's forthcoming sesquicentennials, transpiring between the years 1996 and 2000. The 150 EXCHANGE will be devoted to the commonplace as well as eccentric particulars that will add to the character and authenticity of State Park programs during this period.

You, the reader, are encouraged to advance ideas, exchange contacts, and enlist support for park projects and activities through this page. Your involvement in this effort will be key to the success of California State Parks' 150th programs.

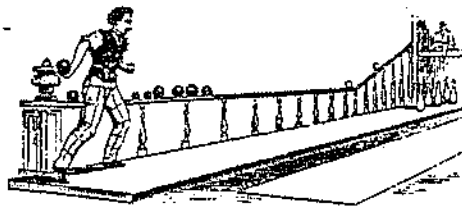
A UNIQUE PASSPORT PROGRAM FOCUSING ON PARKS

having historic 150th anniversaries in 1996 and 1997 (from the Bear Flag Revolt in Sonoma to Commodore John Sloat's landing in Monterey to the Battle of San Pasqual) is in the works.

The passport will recommend that visitors seek out the more than 20 State Parks identified for inclusion in the program. The Department's PARKS-150 Committee is involved with Marketing and Revenue Generation in seeking a sponsor for its development. A larger and more inclusive passport is envisioned for 1998-2000, beginning with the anniversary of the Gold Discovery at Coloma.

GOLD RUSH BOWLING IS REBORN AT COLUMBIA.

Reader, you too could offer park visitors the thrilling three pin bowling game of Cocked Hat. Columbia State Historic Park, with the able assistance of docent Jim Miller, re-created this authentic period game for Columbia's July 15th Tent Town. Jim has generally made his plans available to



any and all interested parties. He would like to have serious competition among State Parks. Persons wishing to have copies of the plans should contact Mary Helmich in the Interpretation Section, Park Services Division at (916) 653-3913 or CALNET 453-3913.

GOLDEN EAGLE COINS WERE MINTED for period interpretive programs at both William B. Ide Adobe SHP and Columbia SHP this past summer. Besides realistically clinking in pockets, the coins lent authenticity to "purchases" of lots at Red Bluffs or buying chips for a friendly game of furo or monte. They also made great, inexpensive souvenirs with the name of the parks imprinted on one side. Hoffman & Hoffman of Carmel, (800) 227-5913, minted the coins for the two parks.

If your interest is in PERIOD-STYLE GAMBLING, contact rangers Sherrin Grout at Columbia or Bob Grace at William B. Ide. Docents at these parks carefully crafted "educational" gambling halls that bear repeating elsewhere in the park system.

California's Tapestry

A Section of The Catalyst

Office of Community Involvement

Issue #3 -Fall

Book Review

Sylvia Sun Minnick's SAMFOW: The San Joaquin Chinese Legacy

This fascinating book provides a comprehensive look at the immigration journey of many Chinese residents from the Guangdong Province in China to settlement in California's San Joaquin Valley beginning in the mid 19th Century.

The discovery of gold represented the potential for a better life. With the Sesquicentennial commemoration coming, this book would be a valuable resource for many park units. It is packed with information and yet very readable.

-Carol Nelson

This book is available through: Heritage West Publications
306 Regent Court
Stockton, CA 95204

Factoid

According to the Carnegie Foundation one youth in two, (50%) are at risk of being involved with drugs, gangs, or juvenile pregnancy.

Diversity, Social Relevance, and Interpretation

At a recent conference on violence prevention sponsored by the Attorney General's Policy Council on Violence Prevention, some startling statistics were revealed, including:

✎ Violence among juveniles has doubled in the last ten years and is expected to double again;

✎ There are 39 million "latch key kids" in the United States.

✎ Most juvenile crime occurs between the hours of 3-6 p.m.

During one session an employee of the Hoopa Reservation asked a panel how they would deal with the 40-50% drop out rate among Native Americans at the Reservation. He attributed this statistic to the lack of self-esteem due to the manner in which history has been told over the years, giving young Native Americans a perceived diminished role in society. "Manifest Destiny" can be seen from many different perspectives.

In the Policy Council's report on violence prevention, a number of initiatives were

identified including one entitled "Respect for Diversity." This seemed very applicable to interpreters. The report stated:

"Our pursuit to establish one American culture as the foundation for a strong unified nation also has had consequences. As a society, we have discredited and devalued a myriad of cultures that have been transplanted to our soil.

Unfortunately, this process has also contributed to the devaluing of people. Since an individual's culture is intertwined with his or her identity, to discredit the culture is to devalue that person."

The Council concluded that "to promote nonviolence, we need to instill in our people, especially our children, that all people matter.

Many of our programs reflect this concept. As a primary source for much of California's history, our programs can showcase the diversity our state represents. Your challenge is to learn and lead the state into the 21st Century.

-Carol Nelson

Submit articles, comments, and factoids to: Carol Nelson, Park Superintendent, OCI-North
Bay Area District, 250 Executive Park Blvd., Suite 4900 San Francisco, CA 94134 415 330-6317

Improved Junior Ranger Coupon

by

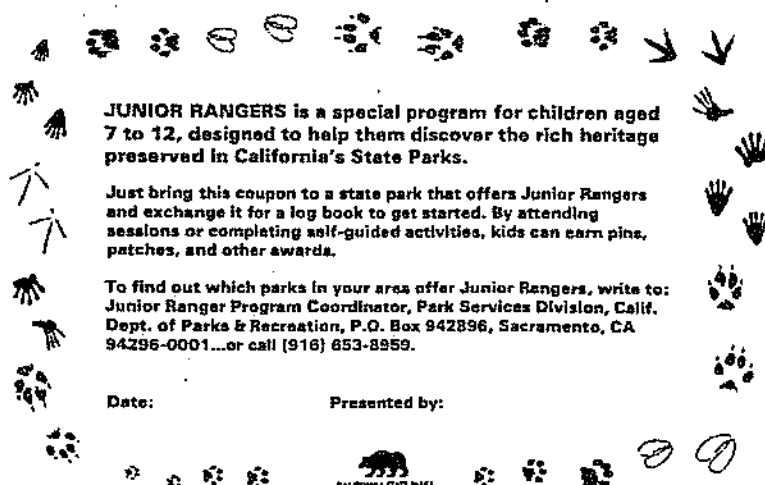
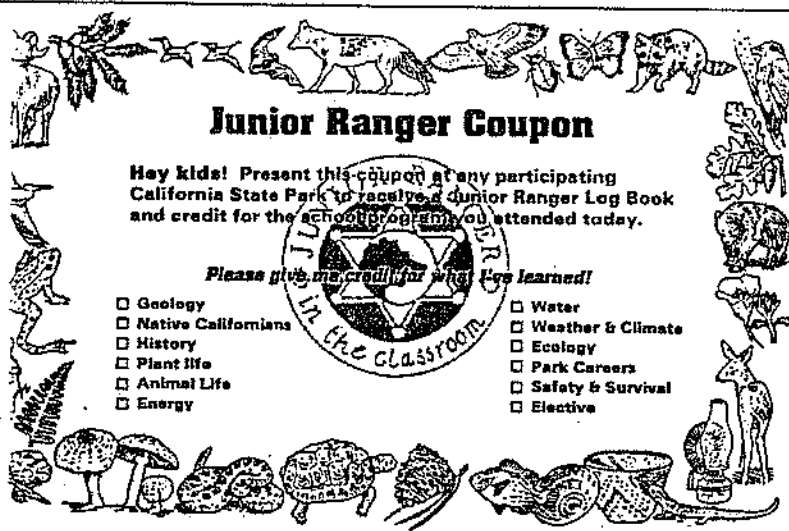
John Werminski

State Park Interpreter 11

Thanks to Jim Maddox, a graphic artist with our Sign Program, the Junior Ranger Coupon has undergone a facelift. An illustrated border has been added and the type style has been changed. Some backside text also is included now to provide families with basic information about Junior Rangers. The new coupons are printed in three bright colors—"lunar" blue, "terral" green, and "solar" yellow. These improvements should make the coupons considerably more appealing.

Coupons are distributed at off-site presentations as a way of inviting kids to come to parks and become involved in Junior Rangers. Coupons can be exchanged at participating parks for a logbook, stamped to give the child credit for his or her classroom activity.

If you haven't used Junior Ranger Coupons before with school programs, consider giving them a try! For more information, contact the Interpretation Section, Park Services Division at (916)653-8959 or CN 453-8959.



From the Editor's Desk...

Once more, thank you for sending back the surveys. You've certainly given us a lot to think about. Now that you've identified your needs-wants, why not be the one to add your expertise to the "pot?" We are condensing articles to "Readers' Digest" blurbs with information on how to contact the author for the "long" version, when desired.

I've become less particular about the message you want to contribute. I'll take anything, as long as I can read it. (I took McKowen's article, didn't I?) Spelling doesn't count, I have a spell-checker (Thank God!). It can be in pencil! I know you have "shareable stuff," now all you have to do is share it.

"(It's okay, I've known Ken McKowen for a long time and can tease him. He knows I enjoy his humor and appreciate his contributions to the newsletter. Believe me, he gives me a much harder time than I can ever give him! It's even funnier to comment on him in that particularly paragraph when you know that he sent his "stuff" on a Macintosh disk-all ready to go!)

We have a couple of "Want Ads" in this time. (Page 13.) Can you help? If we could make some kind of an exchange program work, we'd be ahead.

Anybody with organizing tips? Do you have software that you couldn't live without? Do you want to comment on the future of bulletin boards? (They didn't make much headway in the survey. Do you have thoughts about this?) Those of you who attended the *East Bay Regional Parks Interpretive Methods Training* thought you'd write a paper on it. Didn't hear from you. (Many of us were impressed. There could be more than one article about this program.)

(I know, I didn't put an elephant seal on Page 5, but my "baby" was cuter! Plus you couldn't tell what the "baby" elephant seals were doing and I'm trying my best to keep this PG rated!)

What are you doing to get your volunteer hours collated? Have you started compiling figures? Are you aware of the January due date? (You have 25 shopping days till it's due.)

Did you read the article in the Curator's Newsletter about bidding on a carriage? Darn well done! Where's our interpreters' first-person accounts? *The Catalyst* is only as good as the material it gets. You can be a part of its success.

Sally Scott, Editor and District Interpretive Specialist, Bay Area District

This particular newsletter was ready to go to "press" two weeks ago when the decision was made that there wasn't enough "meat" in it. A second call went out and articles came in like the Johnstown flood! Somehow The Catalyst Committee was inspired! (I suspect it was Donna Pozzi who inspired them.) Anyway, thanks. This is what the survey asked for, but now we have to keep it going.

A special welcome to our committee newcomer, Mary Stokes. (See page two.) We're glad to have her aboard and know her talent will aid us further in our Pursuit of Excellence. (Oh, oh, that's probably a politically incorrect phrase. It went "out the window" for TOM!) Anyway, Mary, fill in the whatever-is-currently-politically-correct and know we are looking forward to your contributions.

Jr. Ranger "Cub" Program

by
Ranger Gail Berry
San Simeon District

A new program was introduced to visitors at San Simeon State Park this summer. Children 2 to 6 years old, along with their parents, were invited to participate in a Jr. Ranger "Cub" program. This program was presented by Rangers in addition to the regular Jr. Ranger program.

The "Cub" programs were presented immediately before the Jr. Ranger programs. They were 20 to 30 minutes in length. This was just right for the shorter attention spans of the younger children.

Most of the presentations were conducted at the Campfire Center. Short walks were sometime included, since the parents accompany the children. Some of the subjects included: wild animals, plants, bugs, sea life, and shells, birds, and bats. For the animals and sea life programs, Ranger used "Folkmanis" lifelike puppets. Although some study skins and mounts were used, the younger children seemed to be more comfortable with the puppets. Rangers also read environmental stories, had a sea shell hunt, did simple crafts, and always had coloring sheets and crayons.

At the end of the program, the "Cubs" had their hand stamped with the San Simeon State Park Jr. Ranger stamp. (It has been suggested that stickers be given for "Cub" participation awards next year.)

The "Cubs" were satisfied and were not as insistent on attending Jr. Rangers with older siblings—they already attended their own special Jr. Ranger program.

If you already have a "Cub" program in place or would like more information about starting one, I would like to hear from you. Call Ranger Gail Berry at San Simeon District-805 927-2068.

(Gail's article came in too late to make the front page index section and, besides, there wasn't any room. I still thought it too timely to wait for the next edition as it tied in so nicely with John Werminski's article. My apologies. Sally Scott, editor.)



CALIFORNIA STATE PARKS

Department of Parks and Recreation

Resources Building

Park Services-Interpretation- Rm. 1442

Sacramento, CA 95814

TO: